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2.41  
GENERAL TRADE EDITION

# DIG & DUNE

Sales and Service Bulletin

WITH 1940 TRADE PRICES

W BLUE LABEL DAHLIAS

*Sure to Grow. Free from Disease. True*

WAYLAND DAHLIA GARDEN

E. R. Ryno, Prop.

Wayland, Mich., U. S.

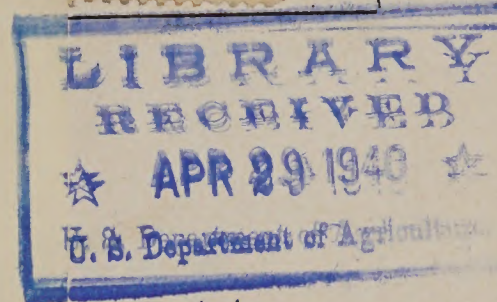
U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY  
Fruit and Vegetable Crops and Diseases

M. R. N.

GPO 8-3591



Advertising Manager



GENERAL TRADE EDITION

# DIG & DUNG

*There is no soil, however barren and unproductive, that cannot, by well digging and dunging, be made fertile and prolific.---Adapted from Cervantes' DON QUIXOTE, Part II, Chapter XII.*

## Sales and Service Bulletin

VOL. 9

WAYLAND, MICHIGAN, U. S. A., SEASON OF 1940

No. 1

### FIELD NOTES

Of the approximately 700 different varieties of Dahlias that we are growing we are listing this year about 170 varieties which are available in quantities sufficient to make them of interest to the wholesale trade. All of these varieties are standard sorts which have been thoroughly tested on both heavy and light soil and every one of them can be highly recommended to any grower with the assurance that it will give complete satisfaction in every way.

All of these Dahlias are sold through the seed and nursery trade to the amateur grower who knows practically nothing about Dahlia culture and cannot, therefore, be expected to get any results from varieties which are temperamental and have to be babied or fussed with to produce good plants with plenty of blooms. We keep this fact in mind at all times and urge our customers not to overlook the same fact when they make up their own lists.

Such varieties as Jersey's Beauty, Jane Cowl, Mrs. I. de Ver Warner, Pride of California, Sagamore, Jersey's Beacon, Margaret Woodrow Wilson, Pride of Stratford, Bashful Giant, Laura Morris, Jean Kerr, etc., etc., have been tried out in all parts of the country and can always be depended upon to give satisfaction under almost any condition. In

making up a collection of Dahlias, therefore, we believe it to be best policy to build the collection around



The cut shown illustrates the four leading types of Dahlias. At the left side is Diana, a brilliant scarlet Art type, at the top is Tillamook, a light pink Ball type, at the right is Melody, a yellow Cactus type, and at the bottom is Purity, a pure white Decorative type, Dahlia. Wouldn't an armful of these four varieties make a beautiful bouquet? You see what can be done with the standard varieties of Dahlias when carefully selected to give a well balanced range of types and colors.

such sorts as these, and then if you want to pep up the collection with one or two of the newer ones, you can feel certain that the customer is going to get enough sure-shot varieties so he won't raise a serious kick if one of the new ones fails to make good. If, on the other hand, you build your collection almost wholly of the new varieties, and the season is bad or for some other reason something goes wrong with them, your customer is bound to be disappointed and blame you for it.

In addition to such varieties as the above, we are listing quite a large number of older varieties, many of which are seldom listed in the seed catalogs—such as Aida, Doazon, Darlene, Purity, Countess of Pembroke, Queen Mary, Yellow Colosse, Delice, D. M. Moore, Mina Burgle, Mrs. Carl Salbach, Venus, etc., etc. These varieties have stood the gaff for many years and we feel that they have been neglected by the seedsmen largely because of their desire to offer something new regardless of whether it had known merit or not. We grow these varieties in large quantities, and one prominent grower in looking over our fields stated that most of them “if given new names, would actually win on the show table in competition with many of the newer ones.” They are the most desirable sorts for counter trade because of their de-

(Continued on Page Three)

# DIG & DUNG

PUBLISHED BY  
WAYLAND DAHLIA GARDENS  
E.R. RYNO, PROP.  
WAYLAND, MICHIGAN

SEASON OF 1940

When we hear people kicking about business conditions we sometimes think that it might help considerably if a lot of fellows would swap their wristwatches for alarm clocks. Our business has been steadily growing all through the depression but we have devoted our entire time and thought to our work in order that we might be able to meet the requirements of changing conditions instead of getting caught as a great many people were when the depression started. I know business might have been better in many ways and I really believe that the tax burden is becoming heavier than it should be, but on the other hand we must all admit that money is easy, labor is plentiful and there is no excuse for anyone not being able to handle all the business he can get. The getting is **always** a matter of hard work and lots of it even when business is flush and naturally competition keenest.

There are times when a man's attitude toward his business should be not what he can **get** out of it but rather, what he can **make** out of it, and it looks to me as if the **making** is largely a matter of our own effort.

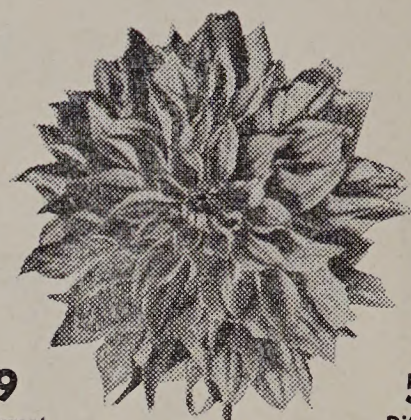
At the time we are writing this a European war is very imminent. Even if the matter is settled now, I think sooner or later some of the dictators will have to be spanked, but at any rate I do not think a European war would affect the seed or nursery trade to any noticeable extent. As a matter of fact, such a war might help American growers because it would make it necessary for us to produce at home the many seeds, plants, bulbs, etc., which are now being imported from Europe.

Each year when our clumps are

divided all roots which are less than 3 inches in length are sorted out for use in our "Special Sets of Four" dahlias, which are offered to our customers at a very special price. Each of these sets comprises one root of each Art, Ball, Cactus and Decorative type, stamped A, B, C, and D, to indicate type of bloom, and in four different colors. While the roots are smaller than our regular stock, every one of them will be plump, fully matured and with a good eye so it will be sure to make a strong husky plant. These are packed in one wrapper with label indicating contents and enclosed in a strong set-up box, size  $2\frac{1}{2} \times 2\frac{1}{2} \times 5\frac{1}{2}$  inches, with cultural directions included, the complete package weighing less than 8 ounces so it will go as third class mail for 4c to any part of the United States. We supply these sets in units of 25, 50 or 100 at a special price of 10c each, or will mail them direct to your customers at 14c per set.

This is a very rapid seller at 49c, and makes one of the best special offers you ever made, either in your regular catalog or in a mid-season follow-up or in radio advertising, because it is really a bigger value than you could possibly offer in the regular way for much less than double the price. Remember the stock is first grade in every way except that it is a little smaller than regular stock, which is necessary to get in at the lower postage rate.

**W&C**  
**means**  
**\$**  
**to you**  
**!!!**



9  
Different  
Collections

54  
Different  
Varieties

**BLUE LABEL**

*Dahlias*

**50¢**  
NOW ONLY PER BOX

Six fine Dahlias in each box

While our new line of boxed dahlia collections is intended primarily for counter trade, we see no reason why these boxes would not appeal to the mail order customer. Each collection comprises six fine dahlias in a perfectly balanced range of colors and weigh approximately one pound each. If offered in a mail order catalog at the regular retail price we think you would be justified in asking that the customer add the mailing charges if ordered separately but if ordered with other goods the extra postage would then be such a small amount that you could afford to offer them postpaid at the regular price and still make a good profit.

We can supply a mat of the above cut for use in local newspaper advertising or in your catalog or broadside, and detailed list of varieties included in each of the nine collections will be ready after digging time in October when allotments of stock for this purpose will be made.

Most of the customers who receive the General Trade Edition of our Bulletin sell their stock through their catalogs. We believe our list will provide them with a complete line of standard popular priced varieties most suitable for catalog trade and we will be glad to give any further information regarding any of these varieties at any time.

## FIELD NOTES

(Continued from Page 1)

pendability, and we believe that by placing them through this channel their popularity will be renewed and within a few years seedsmen will find it almost necessary to include them in their lists even if they are omitted now.

We are also listing a number of the newer Honor Roll Dahlias this year, and as we had promised our customers, these are offered at prices made as low as possible considering quantity of them available. As they are produced in greater quantities, naturally these prices will become lower.

Most of our seed house customers depend largely upon us to suggest

varieties suitable for their list. In making such suggestions we consider not only the quantity of stock available, but also the lists of varieties which are being used by other customers, thereby avoiding duplications as far as possible. We regard your interests as of vital importance to ourselves because our business depends entirely upon yours. If you don't sell Dahlias to your customers, you certainly won't buy them from us. That's why we want your list to include only such varieties as we are sure will sell and give satisfaction when sold.

Did you ever notice when driving through the country that most of the Dahlias grown in the farmer's gardens are of the older varieties, and mostly of the ball types? And

doesn't it seem certain that these Dahlias have been bought somewhere at some time? Did you sell them, or did they come from your competitor?

Every year we have many requests for prices on undivided clumps of Dahlias. To these inquiries we wish to state that we do not sell or offer for sale undivided clumps at any time. We have ample storage space for our entire crop, and all clumps are cut to one-eye divisions ready for planting when offered for sale.

All our cutting is done with knives, not shears, and there is no haggling or bruising of root crowns, and every root is stamped with varietal number before going into our stock rooms, thus avoiding any possibility of roots becoming mixed in handling.

# Mixed Dahlias and Pompons

## MIXED DAHLIAS


### \$2. per Hundred, \$15. per Thousand

MIXED—Each season at planting time we reserve a limited number of roots of each of our leading varieties for filling late orders. At the close of the season all that are left of these are thrown into one lot and planted as mixed. These roots as well as rogues, which are dug from our fields before our regular digging starts and surplus lots in our regular list are all used in this lot, making a well balanced assortment of types and colors which should sell readily at 10 roots for \$1.

Where desired we can pack 10 mixed dahlias in two-section corrugated box, size 6x6x2½, with cultural directions included, packed ready for mailing at 20c per box. Approximate shipping weight per box 1½ lbs. This box is a very ready seller at \$1.

### \$2.50 per Hundred, \$20. per Thousand

Named varieties, each variety properly labelled, our selection of varieties and types, customer's choice of color so far as possible, but not guaranteed. In this lot we include standard varieties which are especially suitable for counter trade of Department Stores, etc., at 10c retail—such varieties as will stand the frequent handling, exposure, etc., to which such stock on open counter is subject, and yet will prove most satisfactory to customers.

  
BLUE LABEL

*Dahlias*

COMPLETE PRICE LIST ON PAGES 6-7

## POMPONS

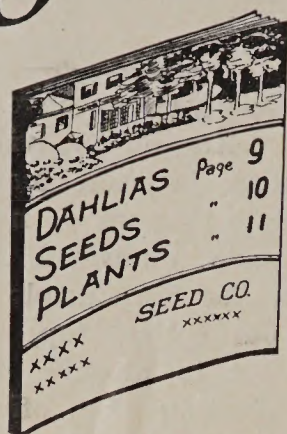
We are growing quite a large number of Pompon Dahlias this year, but most of our stock was obtained from other growers and much of it is so badly mixed that it shows the truly deplorable state of the stock of this particular type of dahlia as generally found among even the most careful growers. We are therefore listing only such varieties as are 100% clean this season, and will withhold others until they can be verified through another season's growing.

### \$5. per Hundred, \$40. per Thousand

All varieties in this group 4c each if Reservation Order is placed in Fall, or if order in Spring amounts to \$25. or more.

Amber Queen (P) Apricot and amber  
Ariel (P) Buff tinted orange  
Bobby (P) Purplish maroon or plum  
Catherine (P) Bright yellow  
Challenge (P) Variegated red and white  
Darkest of All (P) Deep maroon  
Dee Dee (P) Lilac lavender  
Dr. Jim (P) Purple shaded white  
Fairy (Min) Tiny Jersey's Beauty pink  
Fashion (P) Bronze  
Ganymede (P) Fawn pink  
Golden Queen (P) Deep yellow  
Joe Fette (P) White  
Little Herman (P) Red and white  
Little Jewel (Min) Delice pink  
Raphael (P) Dark maroon  
Red Indian (P) Deep coral red  
Rosa Wilmouth (P) Rosy pink  
Snowlad (P) White  
Sunbeam (P) Red  
Yellow Gem (P) Light yellow

# Your



## new Catalog

A review of the leading seed and nursery catalogs shows a number of different plans of presentation of dahlias. Some dealers are presenting extended lists of 50 to 150 or more different varieties while others are limiting their offers to a much smaller number of kinds. Some of the more extended lists, like Burpee's, classify according to types of bloom, as, cactus and decoratives, pompons, etc., while others, like Vaughan, classify chiefly according to color, as, pink tones, red tones, orange tones, autumn tones, yellow tones, lavender and violet tones, with listing of outstanding new varieties and of show or ball shaped, miniatures and pompons classed by type.

Some of the growers, like Condon, feature new varieties like Dright W. Morrow and Hunt's Velvet Wonder by color on one page with other new ones and standard varieties in black and white in the main section of their catalog.

On the whole, I think there is considerably more space being devoted to dahlias each year, two, three and four pages of them now appearing in quite a number of the leading catalogs.

Many of the dealers, especially where many varieties are offered, still list them individually; but apparently more and more dealers are offering ready made collections presenting a carefully selected assortment of types and colors at a popular price. The advantage of this

method of listing, especially where you are contracting for your supply, is in the fact that the same quantities are used of each variety and, therefore, the total number of collections represents the total number of each variety required. For instance, if you estimate a sale of 100, 1,000 or 5,000 collections your contract will call for that number of roots of each variety and your orders will leave your stock perfectly balanced, whereas if you follow the individual listing one variety might outsell another to such an extent that you would have a lot of roots of one kind left over and perhaps run short on another.

To offset this possibility and to aid in balancing stock many of the dealers are offering a gift tuber, in some cases where the complete collection is ordered and in others where two or more complete collections are ordered.

I believe that the latter method is

the best of all and if we were issuing a retail list we should certainly limit our offer to two or three popular priced collections of four to six varieties each and offer some special variety free where two or more collections were ordered. We have recommended this method to our customers and almost invariably it has increased their sales besides helping us immensely in keeping our stock balanced and thus avoiding any surpluses or shortages which would be almost certain to occur under our plan of accepting a reservation order based on your estimate of your requirements.

Another plan that we are strongly recommending to our customers is the use of a mid-season broadside. We have seen this tried out with a re-presentation of the same list as used in the catalog and also of a different list, and in every case this broadside has outsold the catalog.

## DAHLIAS IN THE 1939 CATALOGS

Dealer	Space Devoted	Color Illust.	B. & W. Illust.	No. Varieties Listed *
Alneer Bros.	1½ page	----	1	15
Benton County Nurs.	1 page	----	2	14
Buist	2 pages	----	2	45
Burgess	2 pages	1	3	38
Burpee	2 pages	----	1	90
Condon	3 pages	2	8	31
De Giorgi	¾ page	----	1	35
Dreer	2 pages	----	4	72
Farmer	1½ page	----	1	22
Field	½ page	9	2	30
Ford	1 page	----	----	43
Henderson	3 pages	----	9	78
Inter-State Nurseries	2 pages	4	----	16
Kellogg	3 pages	----	6	16
Kunderd (catalog)	1 page	----	2	25
Kunderd (broadside)	100 sq. ins.	4	----	13
Long	2 pages	----	2	49
Magnolia	2/3 page	1	----	11
Maule	½ page	----	1	34
May	1½ page	6	1	23
Montgomery Ward	1/3 page	16	----	16
Olds	2/3 page	----	2	22
Park	5 pages	----	6	96
Pike	2/3 pages	----	2	31
Russell-Heckle	¾ page	----	2	19
Salzer	2 pages	----	3	126
Scott	3/5 page	----	1	22
Sears, Roebuck	1½ page	----	7	11
Shumway	2 pages	----	7	32
Simpson	3 pages	----	3	50
Sonderegger	1 page	----	2	35
South Michigan Nurs.	1 page	----	4	4
Swedberg	½ page	1	----	16
Tait	2/3 page	----	1	24
Templin-Bradley	2/3 page	----	1	11
Vaughan	4 pages	1	4	155
Will	½ page	----	2	6

# PLEASE NOTE THESE POINTS

## QUALITY

Our dahlias are all grown on fertile, sandy loam and we believe the roots we produce are of the very highest quality you can possibly obtain. Our roots are not over large in size as are those grown on clay and heavier soils and they are always clean, plump and fully matured and keep perfectly until planting season without rotting or shriveling.

## SERVICE

We believe the service we give our customers is as near perfect as is humanly possible. Orders are filled promptly, roots are carefully inspected before packing and we pack in light, strong containers so they will reach you in perfect condition, yet without danger of injury in transit. We are equipped to put up roots in any special type of package required and to ship direct to customers under your own labels if so desired.

## INTEGRITY

We have been growing dahlias for many years and supply nearly all of the seed and nursery houses of national repute in the great mid-west as well as florists and many nursery and seed houses in all parts of the United States. In all this time we have never yet received a complaint from any customer as to stock being of poor quality or not true to name. We try to impress on our customers the importance of considering this point of integrity of the grower when making connections for their supply.

Where stock is procured from other sources under special instructions from our customers, we of course cannot assume the responsibility for such stock beyond the point of making it good another season in case it does not prove true. For this reason we especially request our customers to adhere to our published list rather than ask us to obtain for them varieties which we do not grow ourselves.

## PRICE

Our prices are based on the actual cost of production regardless of what other growers may charge for the same variety. These prices are the same to all customers under the same conditions and will not admit of any further reduction in any case.

## RESERVATIONS

We are glad to book orders for stock to be reserved or held for shipment at a later date, without deposit or obligation on your part to take the stock so reserved, assuming of course that your reservation order is placed in good faith, and that you will look to us for such part of stock reserved as you may actually require in filling your orders.

Where full reservation has not been taken by May 1st., we assume that any balance remaining uncalled for at that time will not be required and that we are at liberty to release same to other customers after that date unless definitely instructed otherwise. Where we are holding stock to be shipped direct as ordered, reservations hold good until June 1st., after which date no orders can be filled.

The fact of a reservation order having been accepted does not imply acceptance of credit.

## SMALL ORDERS

While we are pleased to receive small orders from those who may wish to try out our stock, or who may need some special items on which they are short or which may not be obtainable from their regular source of supply, we cannot accept orders for one or two roots only of each of an extended list of varieties. Remember, we do not accept retail orders and refer all retail customers to the regular retail trade.

## CREDITS

If total order amounts to less than \$25.00, please do not ask us to extend credit because it is impracticable for us to obtain special credit reports on customers whose orders are for less than that amount. If total order amounts to more than \$25.00, credit will be granted only when we consider same justified by report from commercial agencies.

No roots will be sold on deferred or installment payment plan and no further credit will be granted to those whose accounts are in arrears.

## EXCLUSIVELY WHOLESALE

We cater exclusively to the legitimate seed and nursery trade, and do not purposely send our prices and bulletins to any other person. Occasionally, however, these reach the hands of those who are not entitled to receive them. For the benefit of our customers, therefore, we wish to state that we do not consider a printed letter head or business card as sufficient evidence of trade classification. If you are not listed in the regular trade directories, please send us a copy of your printed price list or other evidence that you are actually engaged in the business of selling stock in the seed, nursery or floral line.

## ORDER EARLY

In spite of the fact that every element of cost that enters into our product is going up—wages 20%, paper and boxes 25% to 40%, increased taxes, etc.—it will be noted that we have advanced our prices on only a few items, while many others have been lowered considerably. We urge all customers to get their reservations in early, as it will be impossible for us to maintain our prices as quoted after our own stock is sold out and it becomes necessary for us to obtain additional stock from other growers.

# TRADE PRICES FOR 1940

Prices are quoted per hundred roots. Ten or more will be sold at the hundred rate. For less than ten roots of one variety add 20%. Reservation orders placed in the fall and orders to be shipped before January 1st. are accepted at minimum or thousand rates regardless of quantity ordered for any one shipment.

10% extra count is given in all cases—, that is, 11 for 10, 110 for 100, etc.,—except where roots are packed in special boxes or cartons ready for reshipment—to take care of any possible replacement claims and to help defray transportation charges.

As packed for shipment roots weigh approximately 15 lbs. per hundred.

All our stock is absolutely dependable, field grown from roots—not plants—planted early, carefully rogued and fully matured before dug. Stored under ideal conditions, all roots are fresh and plump, carefully cut, trimmed and sorted by expert cutters—no haggling, no broken necks, no culls—every root with a good eye, full of vitality and sure to please your most exacting customers. No stunts, mosaic or diseased plants in our fields, and no junk or untied varieties in our list.

If roots are to be wrapped and labelled individually for resale, add \$1. per hundred to prices given. Where order is of sufficient size to warrant—one hundred or more roots of a kind, and not less than ten kinds—we will, if desired, use a special label, similar to our regular blue label, but bearing your own name or trademark, and printed on stock in your own choice of color (unless such color is already reserved for another customer) with our regular white semi-parchment wrapper, at same rate. This will enable you to offer stock under your own exclusive label.

(A) Art or Peony-flowered (B) Ball or Show (C) Cactus (D) Decorative.

## \$3. per Hundred, \$25. per Thousand

All varieties in this group, 2½c each if Reservation Order is placed in Fall, or if order in Spring amounts to \$25. or more.

Aurore (A) Orange salmon  
Jan Olieslager (A) Yellow  
Mad. Von Bystein (A) Lilac pink  
Queen Wilhelmina (A) White  
A. D. Livoni (B) Pink  
American Beauty (B) American Beauty red  
Bonnie Blue (B) Bluish  
Dee-Lighted (B) White  
Dreer's White (B) White  
Floral Park Jewel (B) Red tipped white  
Maude Adams (B) Popular white flushed pink  
Purple Ball (B) Purple  
Red Chief (B) Bright red  
Storm King (B) White  
Stradella (B) Rose purple  
Tillamook (B) Light pink  
Vivian (B) White tipped purple  
Yellow Duke (B) Yellow  
Bride's Bouquet (C) White  
Emily Russell (C) American Beauty shade  
Kreimhilde (C) Cream and pink  
Lawine (C) White faintly tinged lavender  
Libelle (C) Royal purple  
Melody (C) Yellow often tipped white  
Perle de Lyon (C) White  
War Dance (C) Yellow and red  
Zephyr (C) Pink  
Aida (D) Maroon  
Countess of Pembroke (D) Lavender  
Darlene (D) Shell pink. The pink Jean Kerr  
Doazon (or Big Gus) (D) Giant orange scarlet  
Flamingo (D) Pink  
Flora (D) White  
Mrs. J. H. Dick (D) Yellow and pink  
Purity (D) White  
Queen Mary (D) Rose pink  
Yellow Colosse (D) An excellent yellow

## \$4. per Hundred, \$30. per Thousand

All varieties in this group, 3c each if Reservation Order is placed in Fall, or if order in Spring amounts to \$25. or more.

Camille Franchon (A) Red, lighter tip  
Cleopatra (A) Dull gold  
Diana (A) Scarlet. This is the true Marean Diana  
Geisha (A) Yellow and red  
Polar Star (A) White  
Rosalie Styles (A) Rose pink  
Sweetheart's Bouquet (A) Salmon rose and fawn  
White Cap (A) Large white  
Clara Seaton (B) Yellow brown  
Bertha Horne (C) Popular bronzy yellow  
Betty Austin (C) Pink rose, yellow base and tips  
Celia (C) Lavender pink  
Etenard de Lyon (C) Purple lavender  
Golden West (C) Yellow overlaid orange  
J. H. Jackson (C) Maroon  
Rene Cayeux (C) Brilliant red  
Thos. Oberlin (C) Orange red  
Agnes Haviland (D) Rose pink and yellow  
Atlantic Ocean (D) Clear yellow  
Canary Cup (D) Yellow  
Charm (D) Best burnt orange  
Delice (D) Popular pink  
D. M. Moore (D) Maroon, almost black.  
Dr. Tevis (D) Salmon rose  
Dorothy Sager (D) Salmon and orange. Excellent cutter  
Jean Kerr (D) White  
Mina Burgle (D) Popular red  
Mrs. Carl Salbach (D) Lavender pink  
Oregon Beauty (D) Brilliant red  
Rose Glory (D) Rose lavender  
Sanichan's Bluebird (D) Bluish  
Sequoia Gigantea (D) Yellow tinged red  
Venus (D) Popular white suffused lavender

## **\$5. per Hundred, \$40. per Thousand**

All varieties of this group, 4c each if Reservation Order is placed in Fall, or if order in Spring amounts to \$25. or more.

Perfect Beauty (A) Red and white  
Gay Paree (C) Golden bronze suffused red  
George Walters (C) Salmon pink and yellow  
Marguerite Bouchon (C) Pink with white center  
Minamoto (C) Large dazzling scarlet  
Mis. Edna Spencer (C) White overlaid lavender  
Mrs. Warnaar (C) White flushed pink  
Pierrot (C) Orange tipped white  
Rheinischer Frohsinn (C) Pink and carmine rose  
Scaramouche (C) Indian red  
Sunset Glow (C) Scarlet tipped yellow  
Avalon (D) Large yellow  
Bashful Giant (or Apricot Giant) (D) Apricot and amber  
Catherine Wilcox (D) Pinkish white tipped red  
Coquette (D) Dark red and gold  
C. P. R. (D) Cream overlaid purple  
Dakota (D) Flame  
Edward T. Bedford (D) Purple tinged silver  
Elizabeth Slocombe (D) Red purple  
Ellinor Vanderveer (D) Glowing rose pink  
Francis Larocco (D) Canary yellow  
Iowa (D) Maize tipped pink  
Jane Cowl (D) Bronzy buff and salmon  
Jersey's Beacon (D) Scarlet and buff  
Judge Alton B. Parker (D) Yellow buff  
Le Grande Manitou (D) Lilac striped purple  
Le Toreador (D) Brilliant red  
Margaret Woodrow Wilson (D) Creamy white suffused pink  
Mrs. I. de Ver Warner (D) Orchid lavender  
N. C. 4 (D) Yellow and red  
Patrick O'Mara (D) Apricot yellow and orange  
Pride of California (D) Red  
Pride of Stratford (D) Best large red orange  
Purple Manitou (D) Purple  
Rosa Nell (D) Deep rose pink  
Rosemawr (D) Rose pink  
Sagamore (D) Apricot buff  
Spirit of St. Louis (D) Dark red  
The Millionaire (D) Lavender pink  
White King (D) White

## **\$6. per Hundred, \$50. per Thousand**

All varieties in this group, 5c each if Reservation Order is placed in Fall, or if order in Spring amounts to \$25. or more.

Attraction (C) Pink  
Ballet Girl (C) Reddish orange and white  
California Enchantress (C) Rosy pink  
Cigarette (C) White edged orange  
Countess of Lonsdale (C) Popular salmon pink  
Gladys Sherwood (C) Large white  
Kalif (C) Scarlet  
Red Cross (C) Salmon orange  
Springfield (C) The red Lonsdale  
Washington City (C) White  
Barbara Redfern (D) Large old gold and rose  
Harry Mayer (D) Pale Roselyn purple  
Jersey's Beauty (D) Most popular pink  
Judge Marean (D) Popular orange and red  
Laura Morris (D) Best giant deep yellow  
Monmouth Champion (D) Flame red  
Penn Charter (D) Buff tinted apricot  
Robert Treat (D) American Beauty red  
Rose Fallon (D) Giant old gold  
The Commodore (D) Large canary yellow  
Wm. H. Hogan (D) Best large red and white bi-color

## **\$8. per Hundred, \$60. per Thousand**

All varieties in this group, 6c each if Reservation Order is placed in Fall, or if order in Spring amounts to \$25. or more.

Hillcrest Mandarin (D) Red and yellow  
Jersey's Mammoth (D) Giant mahogany and gold  
Kentucky (D) Salmon sport of Jersey's Beauty  
Starlight (D) Large golden yellow  
W. H. T. (D) Old rose  
Zion's Delight (D) Red

## **\$10. per Hundred, \$80. per Thousand**

All varieties in this group, 8c each if Reservation Order is placed in Fall, or if order in Spring amounts to \$25. or more.

Angela Mia (D) White  
Cavalcade (D) Mulberry pink  
Elite Glory (D) Large red  
Josephine G (D) Pink  
Kathleen Norris (D) Large pink  
Kemp's White Wonder (D) Large white  
Marshall's Pink (D) Light pink  
Pan (D) Vivid scarlet  
Pres. Franklin D. Roosevelt (D) Bright red with lighter reverse  
Violet Judge Marean (D) Violet sport of Judge Marean

## **\$12. per Hundred, \$100. per Thousand**

All varieties in this group, 10c each if Reservation Order is placed in Fall, or if order in Spring amounts to \$25. or more.

Jean Trimbee (C) Petunia violet  
Jersey's Melody (C) Tyrian rose  
Satan (C) Large red  
Delwood's Glorious (D) Deep pink  
Hunt's Velvet Wonder (D) Large purple  
Mrs. Geo. Le Boutillier (D) Red  
Omar Khayyam (D) Red and orange  
Oriental Glory (D) Cadmium orange  
Prince of Persia (D) Red  
Thomas Edison (D) Royal purple

## **\$15. per Hundred, \$120. per Thousand**

All varieties in this group, 12c each if Reservation Order is placed in Fall, or if order in Spring amounts to \$25. or more.

Golden Standard (C) Golden tan  
Olympic Sunset (C) Salmon pink and yellow  
California Idol (D) Light yellow  
Dwight W. Morrow (D) Velvety dark red  
Kentucky Red (D) Scarlet  
Ruth Vaughan (D) Large La France pink

## **\$18. per Hundred, \$150. per Thousand**

All varieties in this group, 15c each if Reservation Order is placed in Fall, or if order in Spring amounts to \$25. or more.

Daddy Kemp (D) Large reddish purple  
Geo. A. Relyea (D) Orange tipped white  
Lord of Autumn (D) Large yellow  
Washington Giant (D) Large lavender  
Wenoka (D) Rosy mauve

For prices on Mixed Dahlias and Pompons, see page 3.

# Wrapped Dahlias For Counter Trade

Floral and seed stores and nurseries who operate retail stores during the planting season always prefer to have roots wrapped and labelled individually, especially for counter trade.

At a small extra charge of \$1. per hundred, or one cent per root, we pack each root in fine, clean sawdust, wrap in white semi-parchment and seal with our special printed blue label, showing name of variety, type and predominating color. By this method roots are kept fresh and plump for weeks, and there is no breaking of sprouts or mixing of varieties through frequent handling.

Stock presents a more salable appearance—in fact, looks like a Christmas package—and customers can pick out just what variety or type or color they want from label description.

Furthermore, customers know that stock is of known origin and not a cheap job lot of roots, and are willing to pay more for it because they feel that they are sure of getting genuine stock that is really worth more than ordinary stock such as is usually offered at the "five and ten" stores.

By actual test, placing this stock side by side with bulk stock, it will

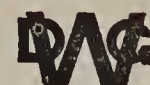
outsell such stock two to one, even when offered at twice the price. Try it and see for yourself which stock will make you the most money.

The D. V. Burrell Seed Growers Co., of Rocky Ford, Colo., say, "We believe this demand (for seeds of known origin) will grow until planters will require from their seedsmen seeds in the grower's original sealed packages." This should apply to other nursery products, and we believe we were the first, and so far as we know are still the only, grower to offer dahlias for resale in original packages.

## Supply Your Customers With Genuine



## BLUE LABEL DAHLIAS



They  
LOOK Better  
KEEP Better  
SELL Better



And  
THEY  
ALWAYS  
SATISFY

### Assortment No. 1

Made up from our most popular garden and cut-flower dahlias—such varieties as we sell to those who call at our gardens at 25c each or six for \$1.00—, should sell readily over your counter at 10c each or twelve for \$1.00.

**250** Roots, wrapped and labeled as above, not less than ten varieties of best selling types and colors. (Order full assortment No. 1) **\$8.00**

**125** Roots (Order half assortment No. 1) **\$4.25**

Both full assortments, 500 roots in all ----- \$20.00

Both half assortments, 250 roots in all ----- \$10.50

All stock in above assortments is strictly high class and to enable you to guarantee same to your customers, we give 10% extra count to take care of any possible replacement claims. Colored window posters and a liberal supply of cultural leaflets are included with each assortment.

### Assortment No. 2

Made up from our most popular garden and exhibition dahlias—such varieties as we sell to those who call at our gardens at 35c each or four for \$1.00—, should sell readily over your counter at 25c each or six for \$1.00.

**250** Roots, wrapped and labeled as above, not less than ten varieties of best selling types and colors. (Order full assortment No. 2) **\$12.50**

**125** Roots (Order half assortment No. 2) **\$6.50**

Modern Methods of Merchandising Applied to Products of the Nursery

# BOXED DAHLIA COLLECTIONS

## For Counter Trade



Note the complete range of colors in the above number. Each number presents an equally fine assortment.

This year we are presenting the most complete line of boxed dahlia collections ever offered—a line that certainly no jobber, and probably no other grower, could possibly duplicate.

9 Different Collections      54 Different Varieties

Each box contains 6 fine roots, each root wrapped and labelled, and sells at a uniform retail price of 50c per box—only 8 1-3c per root—enabling you to meet DIME STORE COMPETITION with better dahlias and lower prices than have ever been offered.

## Here Is the Complete Line:

No. A1—6 fine Art Dahlias  
 No. B1—6 fine Ball Dahlias  
 No. C1—6 fine Cactus Dahlias  
 No. C2—6 more fine Cactus Dahlias  
 No. D1—6 fine Decorative Dahlias

No. D2—6 more fine Decorative Dahlias  
 No. X1—1 Art, 1 Ball, 1 Cactus, 3 Decorative  
 No. X2—1 Art, 1 Ball, 2 Cactus, 2 Decorative  
 No. X3—3 Cactus, 3 Decorative Dahlias

Each number is packed in cartons of 12 boxes (no broken cartons) and sells to you at a uniform price of

## \$3 per carton

All boxes are neatly labelled in colors—an attractive piece of merchandise that will sell like hot cakes. (Just to show how well this article sells, we can tell you that the Steckler Seed Co., Inc., of New Orleans, sold 27 cartons, 324 boxes, of our No. D1 (the only number offered last year) during spring of 1939. This means nearly 2,000 roots sold by one retail store, and at a profit of \$81. to Mr. Steckler.)

Think of buying really first class Dahlias, packed in neat colored boxes, at a cost of 25c per box of six roots!

## Special Introductory Offer

We want to add one thousand such dealers as Steckler to our list this year, and to enable you to present our complete line to your customers we will send you our Special Introductory Offer of 36 boxes—four boxes of each of the nine numbers—216 roots in fifty-four different varieties—with colored window posters, beautiful colored display easel, mat for newspaper ads—all for only

**\$9** ( Retail value \$18. )

Full details regarding this line of Boxed Dahlia Collections will be presented in our RETAIL STORE EDITION of DIG & DUNG, ready for mailing January 1st. Send for your copy, or order from this page and copy will be mailed to you when ready.

## Wayland Dahlia Gardens

# Direct Mailing Service

Where customers prefer to have us mail their Dahlias direct from our place, we are prepared to make direct shipments thus saving them the cost of transportation and rehandling and insuring their customers absolutely fresh roots direct from our cellars.

If you are located within the Japanese Beetle zone this service will be particularly desirable because it will relieve you of all bother of inspections of individual shipments.

We provide you with a combination shipping order, invoice and mailing sticker, giving you a complete record of each transaction—varieties ordered, cost, date shipped, etc.,—for your files, and the total cost of this service is really less than it would cost you to mail stock from your own place.

Such customers as the R. M. Kellogg Company, A. E. Kunderd, Inc., and others have used this service for years, and we refer you to them as to the manner in which we handle their orders.

If you are interested in this service we shall be pleased to give you any further information you wish.

## Custom Packing

We are especially equipped to pack Dahlia roots in any kind of container you may desire. If you wish stock put up in any kind of box, whether for counter trade or for direct mailing, boxes plain or printed in colors, we can supply same to meet your particular requirements, whatever they may be, and at a cost representing the price of the roots plus actual cost of such container.

In this connection we would call attention to the provisions of the new Food and Drug Act which went into effect June 25th, one of which bars from trade deceptive packages and containers of merchandise. Many retail stores are offering Dahlias packed in boxes as large as 8½ to 9½ inches long, each of which contains a single root 3 or 4 inches long. So far we have heard of no complaint regarding such containers (the Dahlia planting season was over before the law went into effect this year) but to guard against the possibility of complaint on this point we believe it would be wise for customers to consider the provisions of the law before making contracts for their packages another season. It is immaterial to us whether we pack your roots in boxes six inches long or in one as long as a shoe box, but we don't want to have our customers load up with a lot of specially made cartons which might have to be discarded before they could all be used. We suggest that you tell us your particular needs in this line and let us work out the kind of package which we think will best meet your requirements and yet come within the provisions of the law.

## Remember

We are Dahlia growers, not jobbers. We own our own farms and storage and packing house, and have complete facilities for handling a crop of three million roots per year.

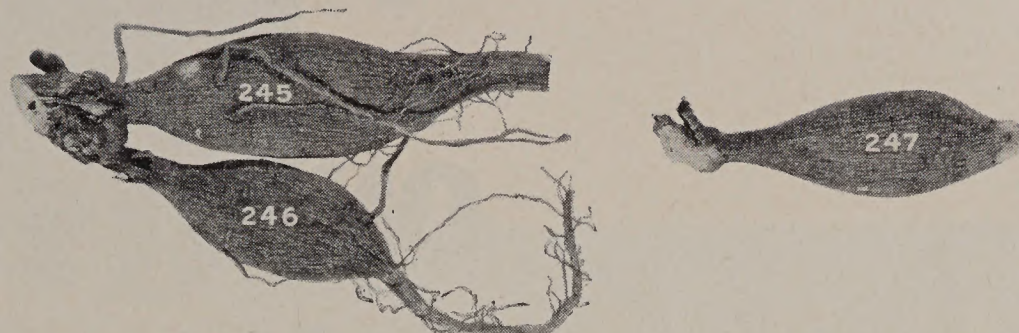
We plant, cultivate and harvest our crop with the aid of the latest machinery, and our prices are based on the actual cost of production with one fair grower's profit added. You get stock of known origin and are at all times sure of your supply when you deal with us.

Why not give us your business in our line?

The Retail Store Edition of our Dig & Dung will be ready for mailing January 1st. If you don't receive a copy, be sure to send for it.

**Wayland Dahlia Gardens, Wayland, Michigan**

# WHICH?



In the above cut we show at the left hand side the division as separated from clump. You will note that the eye is attached to figure 245; figure 246 has no eye and neck is cracked just below the crown. This part of the division is absolutely worthless and could only serve to make the division **seem** larger. Figure 247 shows the division trimmed ready for shipment. Note that all unnecessary parts of the division, including the fibrous roots and long tails are trimmed off leaving a clean, strong, plump, healthy root with a sound

neck and good eye ready for planting. The cut is about one-third actual size, the finished root, figure 247, having been about  $4\frac{1}{4}$  inches long and weighing  $11\frac{1}{2}$  ounces, or just about half what the original division weighed. To those who are buying their stock untrimmed our roots may seem small; but why pay postage on unnecessary parts of roots and why send out stock that is unfinished in appearance any more than you would send out a peach or apple tree with the trunk untrimmed

or unstripped of side shoots?

If you plant your Dahlias by machine as we do, you will find our trimmed roots work perfectly, whereas the untrimmed divisions cannot be used with any degree of satisfaction.

We would also call your attention to the fact that this extra trimming means considerably more work in the matter of preparing stock which we give you without extra cost because we believe your customers will be better satisfied with such stock.

QUALITY

SERVICE



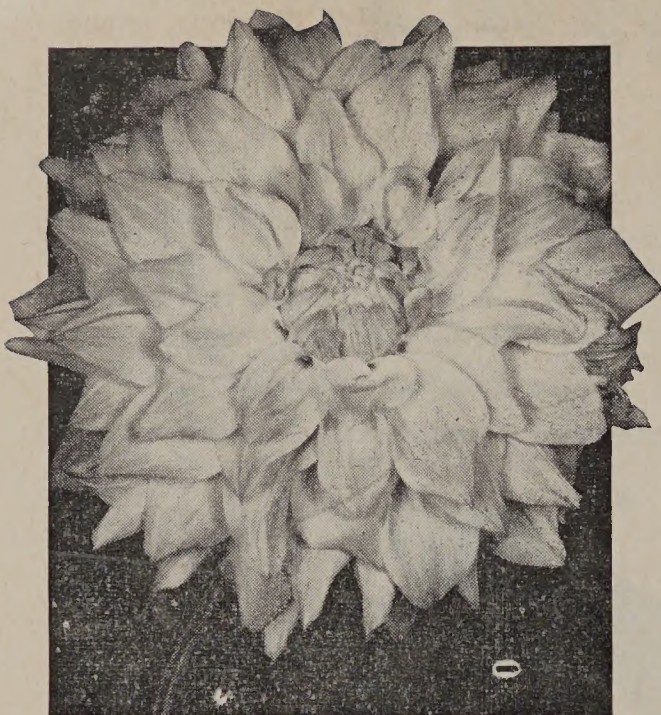
INTEGRITY

PRICE

## WAYLAND DAHLIA GARDENS

WAYLAND - MICHIGAN

Largest Exclusively Wholesale Dahlia Grower in the World



# Ruth Vaughan

## Greatest Pink Since Jersey's Beauty

Ruth Vaughan is of the formal decorative type, about a half larger than Jersey's Beauty, clear La France pink with slight yellow shading at base of petals, perfect form, profuse bloomer, rank grower, long, strong stems, and has everything that it takes to make it one of the most popular dahlias ever introduced. Harley Peck gives it a rating of 87, along with Jersey's Beauty at 88, Cavalcade 87, Kathleen Nooris 84 and Mrs. I. de Ver Warner 83. It has a very beautiful sheen and under subdued light is one of the most attractive dahlias we have ever seen. We have a fine planting of this variety this year, and have reduced the price to \$15. per hundred or \$120 per thousand—surely a very low price for such a fine dahlia. Be sure to get your order in while stock is still available.

WAYLAND DAHLIA GARDENS, Wayland, Mich.

## Terms and Conditions

Not less than 10 tubers will be supplied at the hundred rate, and no wholesale orders will be accepted for less than \$5. unless the season's orders amount to at least \$10 in the aggregate, in which case all orders will be billed at the minimum rate.

While we seldom fail to complete accepted orders, we reserve the right to omit any part of order where unexpected or unavoidable shortage of any variety occurs.

We will not substitute unless specifically instructed to do so. If sold out of any particular variety when order is received, we will so advise at once.

All orders shipped at purchaser's expense and risk, and although we exercise every precaution to pack tubers safely against freezing, we do not guarantee against damage in transit.

All shipments bear Certificate of Inspection issued by our State Department of Agriculture; but it is distinctly understood that customers must assume all risk in regard to the entomological requirements of their respective states.

Always state time and mode of shipment, otherwise we will use our best judgment, but without assuming any responsibility in the matter.

No extra charge made for packing and delivery to carrier, except where tubers are put up in special packages for resale.

Claims for rejections, errors, or omissions must be made within ten days after arrival of tubers.

**GUARANTEE**—While we exercise the greatest care to have all our stock true to label, and hold ourselves prepared to replace, on proper proof, all that may prove

untrue, we do not give any warranty, expressed or implied, and in case of any error on our part, it is mutually agreed between the purchaser and ourselves that we shall not at any time be held responsible for a greater amount than the original purchase price of the stock.

**TERMS**—Unknown persons should send either cash in full with order, or 25 per cent with order, balance C. O. D. Parties whose credit is approved may order tubers shipped any time after December first, and invoice for same will be dated June first following. Accounts unpaid after that date are subject to an interest charge at the rate of 6 per cent per annum. No accounts carried where amount is less than \$25.

**REFERENCE**—As to our responsibility, we refer to the Wayland State Bank, Wayland, Michigan.

**Wayland Dahlia Gardens, Wayland, Michigan**